

Phillip Randolph Carter

PRODUCT DESIGN + UX ARCHITECT

I love solving complex problems to help people. I've been integral to multiple market-changing successes in technology and services, and I can help you get where you want to go.

It's too damn easy to obsess over the 'how' and lose the 'why?'. That's where experience and perspective can help, especially when combined with solid design methods: Work the right problem... create alternatives to iterate and test... and, maybe the most important thing, communicate and build teams that can get there together.

EXPERTISE

User-centered agile design methods
Discovery and critical thinking
Concepts and user testing
Interactive mockups
Data analysis and visualization
Graphic design and effective presentations
Planning and dynamic adjustments
Finding order in chaotic inputs
Explaining ideas so they matter to listeners
Customer personas and archetypes
Webinars, interviews + group speaking
Customer experience journey mapping
Patents in design, electronics and data

EDUCATION

Professional Training

Certified ScrumMaster, Storybrand,
Contextual Inquiry, Rational Unified
Process and use cases, Capability Maturity
Model Integration (CMMI), Omniture
Advanced Web Analytics

Georgia State University

Graduate Business School 1988-1989

Auburn University

B.ID multidisciplinary degree in
Industrial Design. Minor in Sociology
English Honors Program
Tau Sigma Delta Design Honorary
IDSA Merit Award recipient

CONTACT

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[LinkedIn Profile](#)

[Online Resume](#)

[Design Portfolio](#)

EXPERIENCE

Gladly - 2021-2022 Product Marketing

Synced product marketing with product managers across multiple teams. Produced, reviewed, and iterated content with sales, marketing, and design teams, delivered through websites, blogs, and webinars.

Genesys Telecommunications - 2016-2021 Product Marketing Director, 2012-2016 UX Architect for Orgspan and PureCloud,

Product marketing strategy, production and collaborations on web, advertising, and disruptive sales-storytelling differentiation. Coordinated with product management, sales, support, services, and education using agile user-centered approaches. Led workshops, concept reviews, prioritization, and retrospectives. Designed foundational browser, iOS, and Android UX architectures.

WebAssign - 2010-2012 Director of User Experience

Represented user POVs to board, led UX team and strategy for online homework and testing used by 500,000+ students. Facilitated design concepts and strategy for next-generation learning-map systems. WebAssign is now part of Cengage.

BlueStripe Software - 2009-2010 Product Designer

Agile product design, iterative refinements, interactive mockup specs, and customer usability testing at startup with brilliant triage mapping tools for complex multi-tier applications. BlueStripe was acquired by Microsoft for Azure tools.

Lulu Enterprises - 2007-2008 Director of User Experience

Drove strategic design direction and day-to-day management, coaching agile teams. Website and web-app design and analytics for digital content publishing.

Wachovia - 2006-2007 eCommerce User-Centered Design AVP, 2004-2006 Finance and eCommerce Contract Consultant

User-centered information architecture, vendor evaluations, and marketing analytics support. Cross-business development consulting with investment banking, treasury services, and wealth units on new products, including business requirements, use cases, interactive mockups and user testing.

S1 Corporation - 1995-2004 Chief Interface Architect

Recruited user interface design team to invent browser-based online banking, insurance, and brokerage functions along with back-office support systems. Architecture and migration through several generations of web technologies. Coordinated with technical and regulatory partners and customers.

Peachtree Software - 1994-1995 Interface Architect

GUI development and analysis for Windows and Macintosh small-business financial software. Collaboration with developers and product management, facilitated product planning workshops, directed in-house usability lab. Peachtree won 8/9 magazine reviews and highest recommendations 1994-1996.

Ratio DesignLab - 1988-1994 Director of Industrial Design

Created an industrial design group within an existing electronic and software engineering firm to deliver concurrent engineering services for medical, electronic, and software clients. Incubation at Georgia Tech ATDC.